



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Crenshaw, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Rural Bypasses	45.0%	Population	14,062	14,359
Heartland Communities	26.8%	Households	5,892	6,081
Southern Satellites	17.8%	Families	4,032	4,086
Rooted Rural	7.2%	Median Age	41.0	42.4
Prairie Living	3.3%	Median Household Income	\$30,325	\$32,894

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	48	\$1,312.23	\$7,731,655
Men's	50	\$247.30	\$1,457,095
Women's	46	\$443.60	\$2,613,679
Children's	57	\$249.36	\$1,469,244
Footwear	43	\$216.70	\$1,276,819
Watches & Jewelry	43	\$85.02	\$500,952
Apparel Products and Services <sup>1</sup>	47	\$70.24	\$413,866
<b>Computer</b>			
Computers and Hardware for Home Use	49	\$108.42	\$638,785
Software and Accessories for Home Use	45	\$13.42	\$79,056
<b>Entertainment &amp; Recreation</b>	57	\$1,961.53	\$11,557,318
<b>Fees and Admissions</b>	41	\$249.51	\$1,470,092
Membership Fees for Clubs <sup>2</sup>	43	\$67.89	\$400,002
Fees for Participant Sports, excl. Trips	43	\$48.96	\$288,486
Admission to Movie/Theatre/Opera/Ballet	38	\$57.52	\$338,883
Admission to Sporting Events, excl. Trips	43	\$24.64	\$145,208
Fees for Recreational Lessons	39	\$50.49	\$297,513
<b>TV/Video/Sound Equipment</b>	57	\$668.67	\$3,939,797
Community Antenna or Cable Television	62	\$417.00	\$2,456,979
Color Televisions	48	\$66.43	\$391,416
VCRs, Video Cameras, and DVD Players	57	\$22.08	\$130,076
Video Cassettes and DVDs	57	\$34.83	\$205,244
Video Game Hardware and Software	55	\$18.07	\$106,475
Satellite Dishes	60	\$0.93	\$5,482
Rental of Video Cassettes and DVDs	54	\$32.31	\$190,396
Sound Equipment <sup>3</sup>	47	\$73.94	\$435,671
Rental and Repair of TV/Sound Equipment	53	\$3.06	\$18,058
Pets	69	\$302.37	\$1,781,580
Toys and Games	60	\$108.35	\$638,403
Recreational Vehicles and Fees <sup>4</sup>	70	\$319.58	\$1,882,937
Sports/Recreation/Exercise Equipment <sup>5</sup>	56	\$129.71	\$764,253
Photo Equipment and Supplies <sup>6</sup>	54	\$74.22	\$437,329
Reading <sup>7</sup>	51	\$109.12	\$642,927
<b>Food</b>	59	\$4,970.39	\$29,285,545
<b>Food at Home</b>	61	\$3,082.27	\$18,160,741
Bakery and Cereal Products	61	\$441.10	\$2,598,986
Meat, Poultry, Fish, and Eggs	63	\$833.08	\$4,908,499
Dairy Products	61	\$337.89	\$1,990,820
Fruit and Vegetables	56	\$493.37	\$2,906,932
Snacks and Other Food at Home <sup>8</sup>	62	\$976.83	\$5,755,504
<b>Food Away from Home</b>	56	\$1,888.12	\$11,124,804
Alcoholic Beverages	49	\$304.76	\$1,795,670
Nonalcoholic Beverages at Home	65	\$283.47	\$1,670,179



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<b>Financial</b>			
Investments	28	\$417.96	\$2,462,637
Vehicle Loans	70	\$4,280.57	\$25,221,091
<b>Health</b>			
Nonprescription Drugs	67	\$81.35	\$479,306
Prescription Drugs	82	\$472.62	\$2,784,685
Eyeglasses and Contact Lenses	61	\$50.65	\$298,425
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	47	\$4,098.06	\$24,145,798
Maintenance and Remodeling Services	49	\$972.77	\$5,731,573
Maintenance and Remodeling Materials <sup>10</sup>	69	\$260.09	\$1,532,455
Utilities, Fuel, and Public Services	63	\$2,777.82	\$16,366,944
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	51	\$71.01	\$418,410
Furniture	47	\$302.39	\$1,781,658
Floor Coverings	44	\$40.21	\$236,931
Major Appliances <sup>12</sup>	63	\$185.37	\$1,092,207
Housewares <sup>13</sup>	53	\$55.25	\$325,525
Small Appliances	61	\$22.57	\$132,957
Luggage	39	\$3.99	\$23,531
Telephones and Accessories	52	\$24.82	\$146,235
<b>Household Operations</b>			
Child Care	39	\$163.98	\$966,177
Lawn and Garden <sup>14</sup>	73	\$325.21	\$1,916,156
Moving/Storage/Freight Express	47	\$25.09	\$147,829
Housekeeping Supplies <sup>15</sup>	63	\$488.42	\$2,877,794
<b>Insurance</b>			
Owners and Renters Insurance	66	\$318.14	\$1,874,462
Vehicle Insurance	61	\$888.21	\$5,233,348
Life/Other Insurance	64	\$408.32	\$2,405,803
Health Insurance	71	\$1,389.56	\$8,187,276
Personal Care Products <sup>16</sup>	58	\$273.56	\$1,611,816
School Books and Supplies <sup>17</sup>	52	\$62.72	\$369,543
Smoking Products	77	\$371.46	\$2,188,651
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	68	\$3,920.89	\$23,101,861
Gasoline and Motor Oil	70	\$1,415.90	\$8,342,509
Vehicle Maintenance and Repairs	58	\$620.17	\$3,654,051
<b>Travel</b>			
Airline Fares	40	\$164.48	\$969,125
Lodging on Trips	50	\$202.15	\$1,191,040
Auto/Truck/Van Rental on Trips	36	\$15.67	\$92,316
Food and Drink on Trips	51	\$240.07	\$1,414,489

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.